

# 1985 Index

## ASSOCIATION

Association Public Relations Comes of Age, W. Wurfel/A. Lobsenz, *February*

## CAREERS/EDUCATION

Educational Pulse Taking, C. Kuperszmid Lehrman, *April*  
Hard Thinking on Education, E. Brody/M. Sharpe/J. Grunig/R. Simon, *April*  
How to Evaluate Educational Programs, F. Niedermeyer, *September*  
How to Get the Right Job in Public Relations, F. Fenner, *April*  
On Becoming a Teacher, S. Gross, *April*  
Programmed Networking, D. Hill, *July*  
Salary Survey, C. Kuperszmid Lehrman, *June*

## COMMUNITY RELATIONS

Business/Education Partnerships, L. Armistead/E. Martin, *September*  
Burger Wars, R. Blake, *September*  
Houston Takes the Bus, W. Baker, *December*

## COMPUTER/COMMUNICATIONS TECHNOLOGY

High-Tech News, R. Weiner, *January*  
How to Select and Profit by Word Processors, S. Friedman, *August*  
How to Use Telemarketing, J. Curran, *October*  
In the Stretch: Electronic Mail, M. Cooper, *January*

## The Road to High Tech, C. Policano, *January*

## CORPORATE

14th Annual Review of Corporate Advertising Expenditures, *December*  
How to Choose an Executive Recruiter, C. Kuperszmid Lehrman, *April*  
How to Create and Schedule Annual Reports, J. Curran, *October*  
How to Make Your Executive Recruiter Work for You, C. Phillips, *April*  
How to Track Corporate Advertising, M. Winkleman, *December*  
Institutional Body Language, D. Safer, *March*  
Portfolio: Corporate Advertising, *December*

## FIRMS/MANAGEMENT

Firm Management, D. Maister, *August*  
How to Keep Clients, R. Miller, *June*  
How to Make Your New-Business Pitch, K. Bloomgarden and Amy Binder, *November*  
Who Are We? A. Booth, *June*  
Who Are We? Part II, A. Booth, *July*

## FINANCIAL

Attendant Responsibility, S. Cutlip, *January*  
How to Develop IR Programs That Involve the Press, W. Neilson, III, *May*  
How to Use Research to Prevent a Takeover, L. Kennedy, *May*  
Takeover-Fever Fever, M. Winkleman, *May*

## GOVERNMENT

How to Prepare Your Client for Government Testimony, J. Meek, *November*

## GRAPHICS

The Graphic Edge, R. DeNeve, *July*  
How Computer Graphics Can Change Your Workstyle, J. Curran, *July*  
How to Use and Choose a Graphic Designer, M. Winkleman, *July*

## INTERNATIONAL

The African Context, C. Pratt, *February*  
Celebrating Champagne, C. Kuperszmid Lehrman, *December*  
How to Work the Network, A. Lobsenz, *June*

## LEGAL

Laissez-Faire Television, C. Gorney, *March*

## MEDIA/PRESS

Atlanta and the Docudrama, T. Jentz, *April*  
Eyes on Local Business, V. Kane, *November*  
How to Arrange a Successful Media Tour, J. Wood, *May*  
How to Reach Trade Show Media, L. Coletti, *September*  
Setting Up a News Conference, A. Hattal, *May*  
Video News Releases: Whose News Is It? A. Rubin, *October*

*"You are the best promotion man in the United States," William F. Buckley, Jr., Editor, National Review.*

*"If there is an Academy Award for public relations and media promotion, you deserve it," Donald Lambro, nationally syndicated columnist.*

*"I truly consider you the most-skilled and effective public relations person in Washington," Frank Shakespeare, former Vice Chairman, RKO General.*

*"The finest and best-informed PR man in Washington," Edwin J. Feulner, Jr., President, The Heritage Foundation.*



## HUGH C. NEWTON & ASSOCIATES Award-Winning Public Relations

IN THE NATION'S CAPITAL

618 S. Lee Street  
Old Town  
Alexandria, Virginia 22314  
(703) 549-5825

214 Massachusetts Ave., N.E.  
Suite #520  
The Heritage Foundation Bldg.  
Washington, DC 20002  
(202) 544-0011

# 1985 Index

## ASSOCIATION

Association Public Relations Comes of Age, W. Wurfel/A. Lobsenz, *February*

## CAREERS/EDUCATION

Educational Pulse Taking, C. Kuperszmid Lehrman, *April*  
Hard Thinking on Education, E. Brody/M. Sharpe/J. Grunig/R. Simon, *April*  
How to Evaluate Educational Programs, F. Niedermeyer, *September*  
How to Get the Right Job in Public Relations, F. Fenner, *April*  
On Becoming a Teacher, S. Gross, *April*  
Programmed Networking, D. Hill, *July*  
Salary Survey, C. Kuperszmid Lehrman, *June*

## COMMUNITY RELATIONS

Business/Education Partnerships, L. Armistead/E. Martin, *September*  
Burger Wars, R. Blake, *September*  
Houston Takes the Bus, W. Baker, *December*

## COMPUTER/COMMUNICATIONS TECHNOLOGY

High-Tech News, R. Weiner, *January*  
How to Select and Profit by Word Processors, S. Friedman, *August*  
How to Use Telemarketing, J. Curran, *October*  
In the Stretch: Electronic Mail, M. Cooper, *January*

The Road to High Tech, C. Policano, *January*

## CORPORATE

14th Annual Review of Corporate Advertising Expenditures, *December*  
How to Choose an Executive Recruiter, C. Kuperszmid Lehrman, *April*  
How to Create and Schedule Annual Reports, J. Curran, *October*  
How to Make Your Executive Recruiter Work for You, C. Phillips, *April*  
How to Track Corporate Advertising, M. Winkleman, *December*  
Institutional Body Language, D. Safer, *March*  
Portfolio: Corporate Advertising, *December*

## FIRMS/MANAGEMENT

Firm Management, D. Maister, *August*  
How to Keep Clients, R. Miller, *June*  
How to Make Your New-Business Pitch, K. Bloomgarden and Amy Binder, *November*  
Who Are We? A. Booth, *June*  
Who Are We? Part II, A. Booth, *July*

## FINANCIAL

Attendant Responsibility, S. Cutlip, *January*  
How to Develop IR Programs That Involve the Press, W. Neilson, III, *May*  
How to Use Research to Prevent a Takeover, L. Kennedy, *May*  
Takeover-Fever Fever, M. Winkleman, *May*

## GOVERNMENT

How to Prepare Your Client for Government Testimony, J. Meek, *November*

## GRAPHICS

The Graphic Edge, R. DeNeve, *July*  
How Computer Graphics Can Change Your Workstyle, J. Curran, *July*  
How to Use and Choose a Graphic Designer, M. Winkleman, *July*

## INTERNATIONAL

The African Context, C. Pratt, *February*  
Celebrating Champagne, C. Kuperszmid Lehrman, *December*  
How to Work the Network, A. Lobsenz, *June*

## LEGAL

Laissez-Faire Television, C. Gorney, *March*

## MEDIA/PRESS

Atlanta and the Docudrama, T. Jentz, *April*  
Eyes on Local Business, V. Kane, *November*  
How to Arrange a Successful Media Tour, J. Wood, *May*  
How to Reach Trade Show Media, L. Coletti, *September*  
Setting Up a News Conference, A. Hattal, *May*  
Video News Releases: Whose News Is It? A. Rubin, *October*

*"You are the best promotion man in the United States," William F. Buckley, Jr., Editor, National Review.*

*"If there is an Academy Award for public relations and media promotion, you deserve it," Donald Lambro, nationally syndicated columnist.*

*"I truly consider you the most-skilled and effective public relations person in Washington," Frank Shakespeare, former Vice Chairman, RKO General.*

*"The finest and best-informed PR man in Washington," Edwin J. Feulner, Jr., President, The Heritage Foundation.*



**HUGH C. NEWTON & ASSOCIATES**  
**Award-Winning**  
**Public Relations**

IN THE NATION'S CAPITAL

618 S. Lee Street  
Old Town  
Alexandria, Virginia 22314  
(703) 549-5825

214 Massachusetts Ave., N.E.  
Suite #520  
The Heritage Foundation Bldg.  
Washington, DC 20002  
(202) 544-0011

## NONPROFIT

How Everyone Wins With Nonprofit Public Relations, H. Moore, *December*

## PRSA

40th Anniversary: Looking Back, *October*  
Profile: David Ferguson, H. Allen, *January*

## PUBLIC RELATIONS

Atlanta and the Docudrama, T. Jentz, *April*  
Breaking the Ice, S. Mehlman, *May*  
Burger Wars, R. Blake, *September*  
Buying Habits of Public Relations Professionals, C. Kupersmidt Lehrman, *August*  
Case Study: A.H. Robins and the Dalkon Shield, C. Pollicano, *March*  
'85 Forecast for Public Relations, B. Cantor, *February*  
Firm Management, D. Maister, *August*  
How to Produce Special Events, J. Goldblatt, *June*  
How to Tap Markets With Trade Shows, R. Campbell, *September*  
John Scanlon Goes Public, C. Pollicano, *September*  
Motion in Motown, M. Winkleman, *November*  
Motor Trends, J. Russell/C. Pollicano, *November*  
The New Rochelle Story, B. Jacobs, *August*  
Persuasion Principles, R. Cialdini, *October*  
Tomorrow's Public Relations, P. Jackson, *March*  
What's Hot—And How It Got That Way, H. Rubin, *June*

## RESEARCH

How to Track Corporate Advertising, M. Winkleman, *December*  
Thinking Psychographically, E. Zotti, *May*

## SPEECHMAKING

'84 Campaign Lessons, Part Two, D. Hill, *February*  
How to Make Speeches Work, J. Beckham, Jr., *August*

## WORKSHOPS

How Computer Graphics Can Change Your Workstyle, J. Curran, *July*  
How Everyone Wins With Nonprofit Public Relations, H. Moore, *December*  
How to Arrange a Successful Media Tour, J. Wood, *May*  
How to Choose an Executive Recruiter, C. Kupersmidt Lehrman, *April*  
How to Create and Schedule Annual Reports, J. Curran, *October*  
How to Develop IR Programs That Involve the Press, W. Neilson, III, *May*  
How to Evaluate Educational Programs, F. Niedermeyer, *September*  
How to Get the Right Job in Public Relations, F. Fenner, *April*  
How to Keep Clients, R. Miller, *June*  
How to Make Speeches Work, J. Beckham, Jr., *August*  
How to Make Your Executive Recruiter Work for You, C. Phillips, *April*  
How to Make Your New-Business Pitch,

K. Bloomgarden and Amy Binder, *November*

How to Prepare Your Client for Government Testimony, J. Meek, *November*

How to Produce Special Events, J. Goldblatt, *June*

How to Reach Trade Show Media, L. Coletti, *September*

How to Select and Profit by Word Processors, S. Friedman, *August*

How to Tap Markets With Trade Shows, R. Campbell, *September*

How to Track Corporate Advertising, M. Winkleman, *December*

How to Use and Choose a Graphic Designer, M. Winkleman, *July*

How to Use Research to Prevent a Takeover, L. Kennedy, *May*

How to Use Telemarketing, J. Curran, *October*

How to Work the Network, A. Lobsenz, *June*

Setting Up a News Conference, A. Hattal, *May*

## DEPARTMENTS

At Large, W. Wurzel  
Audiovisual, D. Hubert  
Consumer, H. Warner  
Environment/Energy, E.B. Harrison  
Ethics, D. McCammon/D. Wright/D. Hill  
Film/Video, R. Finehout  
Minorities, R. Blake  
Not-For-Profit, S. Delfin  
Opinion, D. Snyder  
Photography, L. Jacobs, Jr./M. Heron/

M. Alexander/R. Weisgrau

Professional Writer, H. Wells

Technology, V. Kane

## BOOK REVIEWS

Bacon's Media Alerts, *April*

Black Media in America: A Resource Guide, G. Hill, *April*

Business and Its Public, Ed. D. Dickson, *June*

Competitor Intelligence: How to Get It; How to Use It, L. Fuld, *February*

Corporate Combat, W. Peacock, *July*

East Coast Publicity Directory, Ed. C. Norback, *April*

Effective Public Relations, S. Cutlip, *August*

Excucomm: Twin Cities Media Directory, J. Lukaszewski, *April*

How to Set Your Fees and Get Them, K. Kelly, *September*

How to Write and Give a Speech, J. Detz, *June*

International Licensing Directory: 1985, Ed. F. Ash, *April*

National Directory of Corporate Public Affairs '85, Ed. A. Close, *April*

On Deadline: Managing Media Relations, C. Howard, *November*

The Persuasion Explosion, A. Stevens, *December*

Professional's Guide to Public Relations Services, R. Weiner, *December*

Teleconferencing: Maximizing Human Potential, R. Cowan, *January*

The Wordtree, H. Burger, *June*

# PROFIT™ TIME-BILLING A/R SOFTWARE TAILOR-MADE FOR YOUR OFFICE



**NETWORK - READY:** No re-keying of data.

**PROVEN DESIGN:** Fifth generation of ORION Systems

**COMPREHENSIVE:** 200 ea., user-defined profit centers, fee categories & disbursement categories per EACH job; unlimited clients, jobs and time sheet entries.

**FAST INPUT:** "B-tree" indexing ends sort/merge waits

**USER FRIENDLY:** Windowing, on-line help screens, plain English instructions & tutorial manual.

**VERSATILE:** Enter codes using letters, numbers or both.

**THOROUGH:** All invoicing open-item, with each activity tracked until invoice is paid; details work-in-progress and financial analysis reports by client, job, professional in charge or originator; allocates receipts; ages billed, unbilled and unbillable time & expenses; tracks advances.

**RESPONSIVE:** Invoices in 44 fee/disbursement formats; automatically invoices in 5 time modes; allows onscreen review & adjusting of invoices and reports before printing; reprints single invoices; much, much more!

**WRITTEN IN RM COBOL™ for the IBM™ (10mb hard disk required)**

**"RM COBOL™ Ryan McFarland; IBM™ IBM Corp; PTA™ PTA Inc.**

**TAKE THE PROFIT CHALLENGE!** Use PROFIT in your office for 30 days — see for yourself how PROFIT works for you!



**PROFESSIONAL TIME ACCOUNTING, INC.**

PTA INC. • 3517 Hennepin Av. S. • Mpls. MN 55408 • 612-825-9659